

The Riverside Marketplace is located in Downtown Riverside, in the heart of the fastest growing county in California. Situated adjacent to Riverside's historic core, a dynamic business, financial, and legal center, the Marketplace offers exciting entertainment, retail, office and restaurant opportunities. With nearly a mile of freeway frontage, this 52-acre mixed-use development provides both highway visibility and urban density. The Riverside Marketplace attracts major retail tenants to complement a six-plex movie theater. Restaurants such as Applebee's Neighborhood Grill & Bar, Spaghetti Factory, Café Sevilla, along with retail outlets such as Smart & Final and OfficeMax have already taken advantage of the opportunities at the Marketplace. The Marketplace offers commercial and retail developers exceptional opportunities to enter a proven market. Land parcels for sale or ground lease ranging from .55 to 7.35 acres can accommodate a variety of uses in addition to historic building space or build-to-suit opportunities.

Business Incentives in Riverside's Marketplace Local Enterprise Zone

Businesses locating or expanding in the Marketplace Local Enterprise Zone may qualify for a variety of financial incentives if:

- New businesses create at least 5 new jobs
- Expanding businesses increase employment by at least 10% or not less than 5 employees
- Businesses derive less than 50% of their gross receipts from direct and final sales of goods or services to the general public

If our business meets these criteria, you may be eligible for:

• Utility Users Tax Reduction

- 75% reduction year 1
- 50% reduction year 2
- 25% reduction year 3

• Business License Tax Reduction

- 75% reduction year 1
- 50% reduction year 2
- 25% reduction year 3

• 20% Targeted Fee Reductions

Major Office and Financial Tenants

- Lee and Associates

Major Retail Tenants

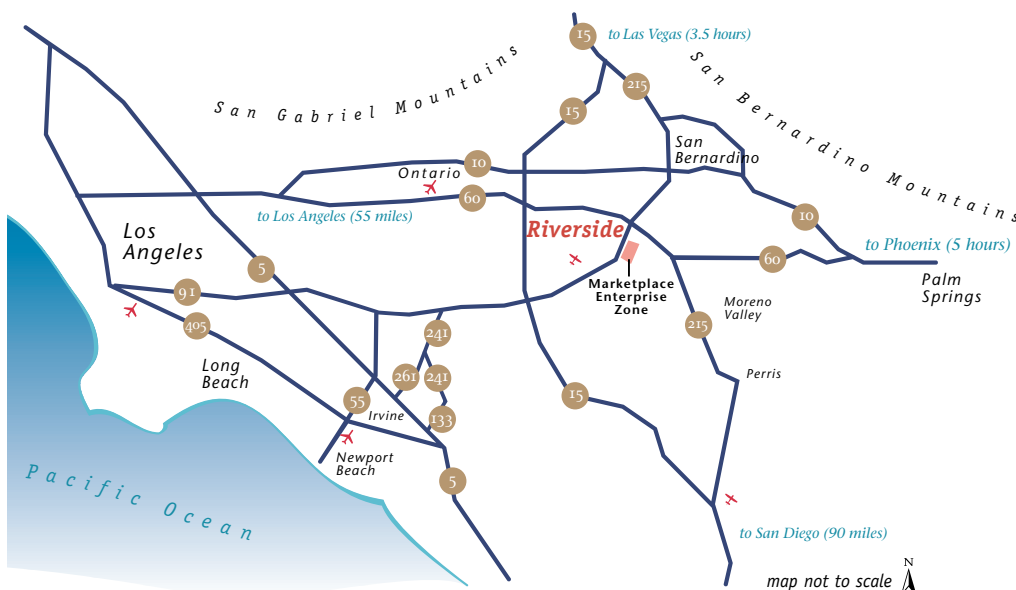
- Applebee's Grill & Bar
- Grapeleaves Restaurant
- The Old Spaghetti Factory
- Office Max
- Smart & Final
- Café Sevilla
- Coffee Depot

Major Transportation Centers

- Riverside Downtown Metrolink Station
- 91 and 60/I-215 Freeways



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Situated 55 miles east of downtown Los Angeles, Riverside is the heart of Southern California's Inland Empire. Founded over 100 years ago, the city has emerged as a vibrant office, retail and industrial center in Southern California. Riverside enjoys a mild Mediterranean climate and is rich in architecture, universities, cultural arts and recreational activities.